STERLING RESEARCH INCORPORATED

The Awareness and Perceptions

Of

Aboriginal Peoples In Nova Scotia

For: ***Office of Aboriginal Affairs*** **Tender # 60065221**

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INTRODUCTION

The mandate of the *Office of Aboriginal Affairs* entails: facilitating and promoting a coordinated approach within the Government of Nova Scotia on matters related to aboriginal people in Nova Scotia; representing Nova Scotia's interests effectively in intergovernmental, bilateral, and trilateral initiatives and negotiations; promoting aboriginal economic development and community capacity building across Nova Scotia; and enhancing the awareness of aboriginal heritage and culture within government.

There *appears* to be a lack of awareness of issues related to Nova Scotia Mi'kmaq. In particular, insufficient *accurate* information on Aboriginal and treaty rights being presented to Nova Scotians *may* be resulting in uninformed perceptions toward aboriginal people. This summary report addresses the goals of the *Office of Aboriginal Affairs* to examine general attitudes, perceptions and awareness of Nova Scotians' toward Mi'kmaq people in the province, while addressing several current issues *and* identifying any areas where communications and public education would be beneficial.

Sterling Research was contracted to conduct a province wide telephone questionnaire to a random sample of 400 respondents in Nova Scotia. Eighty respondents were interviewed from each of the five regions; Halifax, North Eastern, South Shore, Annapolis Valley and Cape Breton. The results of this survey are broken down into five sections: Awareness and Knowledge of Mi'kmaq Issues, Treaty Issues, Land Claims and Access to Natural Resources, Perceptions of Government, and Information and Communications.

The objectives of this study as decided in consultation with the *Office of Aboriginal Affairs* were to:

- Examine levels of concern and support toward issues facing Mi'kmaq
- Determine public awareness of Aboriginal concerns and related issues

- Explore the general perceptions and attitudes toward Mi'kmaq along the following dimensions:
  - Treaty issues
  - Land claims and access to natural resources
  - Self-government
- Measure Nova Scotians confidence in Government and Mi'kmaq to address issues facing Aboriginal groups
- Explore public perceptions toward increased Provincial Government involvement in resolving Mi'kmaq issues
- Assess public receptiveness to information and identify preferred communications methods

This report summarizes the findings of the survey. Due to the size of the sample we have described relationships that have reached statistical significance within a confidence level of 95 per cent for Nova Scotia, and 90 per cent for direct comparisons between regions. This means that we would expect real differences in the *population of Nova Scotia* 95 per cent of the time (ie. $p< 0.05$), and 90 per cent of the time ($p< 0.10$) for the *regions*. Although *some relationships* were not statistically significant, we have included them in this analysis as they appear to have substantive value, or are of practical importance to the reader. We have differentiated between statistically significant and substantive relationships in the findings. Due to the small sample size, we caution th reader to use prudence when interpreting the results at the regional level.

The overall provincial sample of 400 is considered accurate within ± 4.9% nineteen times out of twenty, or 95 per cent of the time. For regional comparisons, the accuracy is ± 11% eighteen times out of twenty, or 90 percent of the time. More information can be found in the methodology section following the findings.

FINDINGS

All of the findings have been tested for *statistical significance* using the *Chi Square* statistic for tabular analysis and the z-test for proportions for differences in sample percentages. Any statistically significant relationship suggests that we can accept the findings at a 95% level of confidence for the province, and at 90% level of confidence for regional comparisons, that the results did not occur by chance.

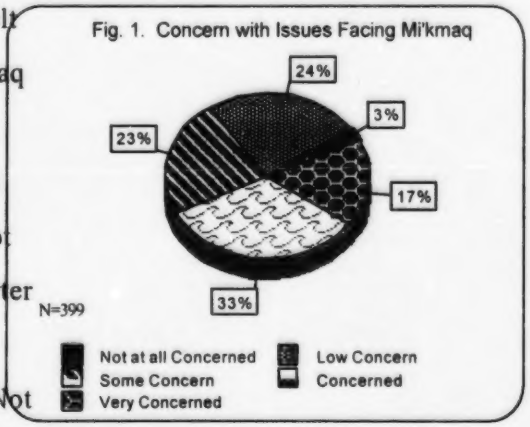
We have included some findings that have not reached statistical significance, but are substantively significant, or appear to have practical importance. Although speculation, we believe some of these relationships *may* have reached statistical significance if the samples had been larger, but we caution that further study is required to confirm this.

AWARENESS AND KNOWLEDGE OF MI'KMAQ ISSUES

Concern With Mi'kmaq Issues

We asked respondents how concerned they felt Nova Scotians were with issues facing Mi'kmaq in the province. Provincially, 17% were Very Concerned and one third of the sample (33%) Concerned with Aboriginal issues. Though not statistically different, approximately one quarter each had Some Concern (23%) and Low Concern (24%) with 3% claiming they were Not at all Concerned.

Fig. 1. Concern with Issues Facing Mi'kmaq



A statistically significant relationship was found when comparing regions. It *appears* that the South Shore is more concerned about Mi'kmaq issues than other regions, with 30% being Very Concerned compared with lows of 13% (Very Concerned) from Halifax and 10% Annapolis Valley. We combined the Concerned and Very Concerned, and found a significant difference (at α=0.10, or the 90% confidence level) between South Shore and Halifax with 66% and 42% respectively.

Mi'kmaq Issues

Respondents were asked *unprompted*, what issues Mi'kmaq face in Nova Scotia. Within the province, access to resources (such as fish, forestry, minerals) was given significantly more often than any other issue (39% at 95% confidence). Although not significantly different, the remaining top ten mentions were discrimination (17%), economic opportunities (14%), social issues (13%), education (12%), resolve treaty issues (10%), land claims (9%), health (6%), housing (6%) and domination of culture (4%). Comparing regions, South Shore mentioned access to resources significantly more often (58%) than other regions (excepting North Eastern with 46%), with fewer respondents from Cape Breton, Annapolis Valley and Halifax naming it as an issue (38%, 36% and 31% respectively).

Seriousness of Mi'kmaq Issues

We asked respondents to rate several issues on how serious they felt each was for both Mi'kmaq and other Nova Scotian's. The scale was from 1 to 7, where a 1 was **not at all serious** and a 7 **very serious.** Being an ordinal measure, and therefore subjective in nature, we have not calculated mean averages. Instead, we have compared the issues based on their median and modal averages. The median value is the value where half the responses lie below, and half above this value, whereas the mode is the most frequently observed response. The minimum and maximum values given ranged from 1 to 7 for *all issues*.

Access to resources (57%), discrimination (54%), resolution of Treaty issues (51%) and education (50%) *appear* to be seen by respondents as the most serious issues for Mi'kmaq. Education (44%), health (41%) and access to resources (36%) *appear* most serious for other Nova Scotians. The percentages given here depict the respondents rating these issues a **7, or Very Serious**. We caution that respondents gave all issues a *Very Serious* rating *more often* than any other rating. Further, respondents were *prompted* with the issues and did not *rank the issues* in order of importance. Therefore we cannot say with any degree of confidence which is considered most important to least important. We refer the reader to the appendices for a complete listing of all responses for both questions two and three.

We examined the top group of mentions for both Mi'kmaq and Other Nova Scotians by demographics and found a significant relationship between gender and education issues for Mi'kmaq. Females were significantly more likely than males to feel education was a Very Serious issue for Mi'kmaq (58% versus 46%).

Aboriginal Taxation

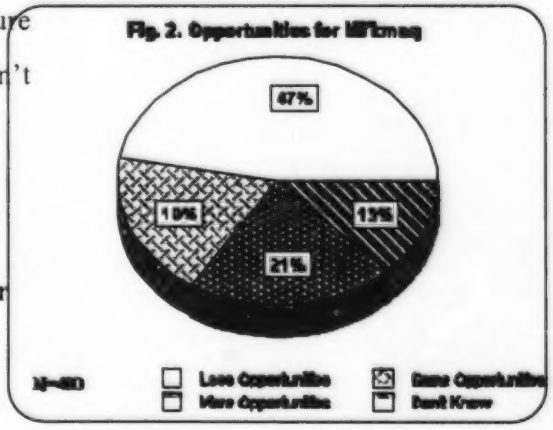
Although Status Mi'kmaq Indians do not pay taxes on purchases made on reserves or delivered to reserves, 32% of respondents thought "Status Mi'kmaq Indians do not pay taxes on any purchases," while 45% stated this latter statement was *False* and 24% *did not know*. Most respondents knew Status Mi'kmaq do not pay taxes on Reserves (91% true, 3% false, 6% did not know), while fewer thought they did not pay taxes on deliveries to Reserves (60% true, 14% false, 27% did not know).

We looked at each statement by demographics, region, and how knowledgeable and interested respondents were with Mi'kmaq issues. Education, age and gender were all significant factors in perceptions of Aboriginal taxation. Younger individuals (18-24) *appear* less likely than older respondents to believe that Status Mi'kmaq do not pay taxes on deliveries to Reserves. Furthermore, older respondents (fifty-five plus) are the most likely to admit they *do not know* if this is true, and this drops substantially with decreases in age.

Gender specifies this relationship, with younger males being more than two and a half times as like as females in this age group to feel the statement is false (32% versus 12%). Additionally, while 67% of younger females (18-34) felt this statement was true, this decreases to 49% of woman fifty five plus who believed it. We observed the opposite relationship with men where as age increases, so does the propensity to know that Status Indians do not pay taxes on deliveries to Reserves. Sixty-seven percent of males fifty-five plus thought it true compared with 49% of males aged 18-3

Examining the message "Status Mi'kmaq Indians do not pay taxes on any purchases," age and gender are both significant factors. Twice as many more males *appear* to feel the statement is false than true (51% versus 25%), with females being split (38% each true and false). Both younger males and females are most likely to feel this is false, and as age increases for both, so does the tendency to believe it is true. For example, 12% of males and 30% of females aged 18-34 believe it is true, while 33% and 44% of males and females respectively aged fifty-five plus agree with the statement.

Education is also an influencing factor. Respondents having lower levels of education were more likely to feel Status Mi'kmaq do not pay taxes on *any purchases* compared with those having higher levels of education. Over half having elementary to some high school (53%) thought it true compared with approximately 17% of those having some university **or** an undergraduate degree. A substantial number from each region believe Status Mi'kmaq do not pay taxes on *any purchases*, with Annapolis Valley having the largest agreement (43%), followed by South Shore (40%), Cape Breton (39%), Halifax (29%) and 25% from North Eastern. Many respondents were unsure if it was true or false, with responses for Don't Know ranging from 20% to 26% in the five regions.



Opportunities for Mi'kmaq Versus Other Nova Scotians

Concerning opportunities, almost half the sample (47%) believe Mi'kmaq in Nova Scotia face Less Opportunities than other people in the province. Nineteen percent feel Mi'kmaq face the Same Opportunities with just under a quarter of respondents (21%) claiming there are More Opportunities in Nova Scotia for Aboriginal people. Although it did not reach statistical significance, respondents from South Shore *appeared* the least likely to feel Mi'kmaq had Less Opportunities. They were more evenly divided on this issue than other regions, with 33% stating Less Opportunities, and 28% each saying the Same and More Opportunities.

Education is a substantive factor in perception of opportunities. Respondents with higher levels of education are generally more inclined than lower education levels to feel that Mi'kmaq face Less Opportunities. Those having some, or completed Community Colleges are exceptions, and are more likely to feel Mi'kmaq face *More Opportunities*, especially in Halifax and Cape Breton.

We also found a significant relationship with age. Individuals aged 18-24 (33%) are the least likely to feel Mi'kmaq people face Less Opportunities than Other Nova Scotians. This increases to 66% (45-54 years) and drops to 52% of respondents aged 65 plus. Conversely, younger individuals are the most likely to feel Mi'kmaq have More Opportunities than others (35%) and this decreases to 10% for respondents 65 plus. No other relationships were observed by demographics.

For cross-tabulation purposes, we collapsed the original seven point scale of Not at all Concerned to Very Concerned into a new five point scale. These new categories became Not at all Concerned (1), Low Concern (2,3), Some Concern (4), Concerned (5,6) and Very Concerned (7). We found a statistically significant relationship between level of concern and perceived opportunities for Mi'kmaq. It *appears* that individuals who are Very Concerned with issues facing Mi'kmaq are more likely to believe Mi'kmaq face More Opportunities (41%) than Less Opportunities (27%). On the other hand, those who are Not at all Concerned are most likely to feel Mi'kmaq face the Same, or Less Opportunities (42% each), with 17% responding that opportunities for Mi'kmaq are greater than for other Nova Scotians.

Support Toward Mi'kmaq Concerns

Over a quarter of respondents (28%) have become More Supportive toward Mi'kmaq concerns over the past couple of years, with 15% becoming Less Supportive and the majority (54%) staying About the Same. We observed no differences across regions or by demographics.

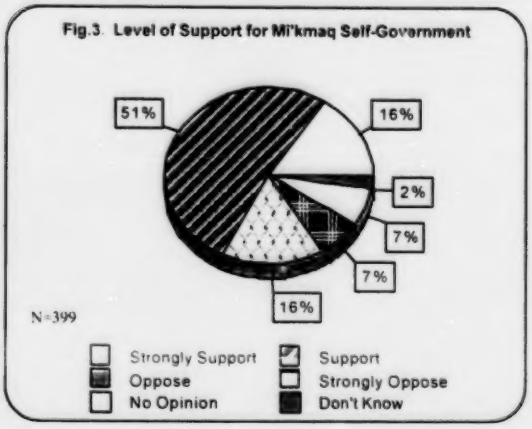
How people perceive opportunities for Mi'kmaq in Nova Scotia is a significant predictor of respondent support toward Aboriginal concerns. More than two thirds (68%) of those who have become More Supportive feel the Mi'kmaq face Less Opportunities, while 47% of those who have become Less Supportive feel they face More Opportunities than other Nova Scotians. Of those whose support remains About the Same, 45% believe the Mi'kmaq face Less Opportunities while 20% feel they face the Same Opportunities as other groups.

Although not statistically significant, there was a substantive association between Support toward Mi'kmaq concerns and *Impact* of Mi'kmaq land claims and increased access to natural resources on the respondent, their family and community. Respondents were most likely to be More Supportive if they thought land claims had No Impact on themselves or family (44% each). Impact on the Community was split, with approximately 30% each saying they were More Supportive whether or not there was a Negative, Positive or No Impact on their community.

The majority of respondents who have become Less Supportive toward Mi'kmaq concerns in the past couple years, are also most likely to feel that land claims and increased access to natural resources have had a Negative Impact on them personally (57%), on their families (55%) and on their community (72%). Finally, respondents whose support remained unchanged were most likely to feel No Impact resulting from any land claims or natural resource issues on these same three groups (47%, 43%, and 39% respectively).

Self-Government

When asked whether they would support or oppose greater Mi'kmaq self-government, 16% said Strongly Support, 51% Support, 16% Oppose, 8% Strongly Oppose, 7% No Opinion and 2% did not know. Looking at the combined support/strongly support and oppose/strongly oppose, we found a significant difference between overall support (67%), opposition (24%) and those having no opinion (7%). There were no differences by demographics or region.



Treaty Issues

Respondents were asked whether Treaties signed with Mi'kmaq in Nova Scotia applied *only* to Status Indians living on Reserves, Status Indians living on **or** off Reserves, or all Mi'kmaq regardless of status. A significantly higher number (43%) felt the Treaties applied to All Mi'kmaq *regardless of status* compared with either Status Indians on Reserves (32%), or Status Indians on or off Reserves (9%). Fifteen percent did not know.

A statistically significant relationship was found by region (at the 90% confidence level, α=0.10). Cape Breton and Annapolis Valley (approximately 53% each) were significantly more likely to feel the treaties pertained to *All Mi'kmaq* compared with 31% from North Eastern, where respondents were the least likely to believe this.

Although the differences were not significant, 44% each from Halifax and South Shore seemed to agree that the treaties applied to all Mi'kmaq, while North Eastern was the most likely (40%), and South Shore the least likely (22%) to believe they applied to Status Indians on Reserves.

The majority of Nova Scotians claim the treaties signed with Mi'kmaq are outdated (57%) while a third (30%) contend they should be honored. Thirteen percent could not decide. Level of education was the only statistically significant relationship seen. Respondents with some university or higher *appear* to be split on the issue of treaties, whereas those with some lower levels of education are more definitive in their views. For example, 23% of individuals with elementary to some highschool said to honour the treaties while 68% of them say they are outdated. The differences between those with higher education were not significant (ie. 46% having a Post graduate degree saying they are outdated compared with 42% who said they should be honored).

LAND CLAIMS AND ACCESS TO NATURAL RESOURCES

Impact on Nova Scotians

The bulk of Nova Scotians believes that the Mi'kmaq land claims and increased access to natural resources will have No Impact on their families ***or*** themselves (42% and 44% respectively). Approximately equal numbers believe the impact will be positive for both their families **and** themselves (17% and 20%), while 34% and 31% respectively for these same two groups believe it is negative. Significantly fewer respondents feel there will be No Impact on their community (33% compared with No Impact on them personally (44%). Forty-one percent believe the Impact on their community will be negative, whereas 20% feel it will be positive and 6% did not know.

Fig. 4. Impact of Land Claims/Access to Natural Resources

Group	Type Of Impact			
	Positive Impact	Negative Impact	None	Don't Know
Personal	20%	30%	44%	6%
Family	17%	34%	42%	7%
Community	20%	41%	33%	6%

Looking at demographics, a statistically significant relationship was found between impact on famil and age. Individuals 55 and older *appear* less likely than other ages to feel land claims will have a Negative Impact on family (23% compared to approximately 37% of others). Individuals less than fifty-five years are evenly split between Negative Impact (37%) and No Impact (39%) on family, where those 55 plus are twice as likely to feel there will be No Impact on family (50%) than a Negative Impact (23%).

Statistically significant relationships were also observed for both Personal and Family Impact and gender. In both instances, males were significantly more likely than females to feel Mi'kmaq land claims and increased access to natural resources would have negative implications (42% male versus 25% female on family, and 40% versus 22% personal). Although it did not reach statistical significance, females appeared roughly 14% more likely than males to feel there would be No Impact on themselves ***or*** their families.

Settlement Options

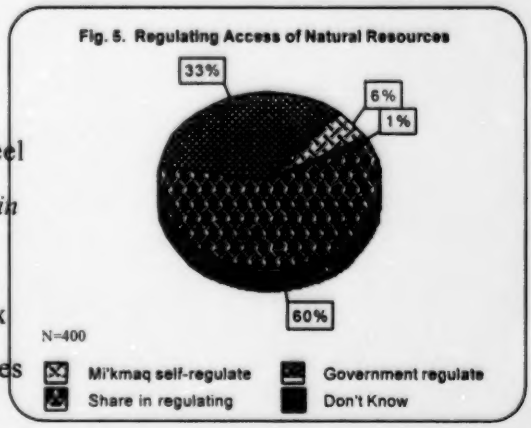
Nova Scotians prefer increased sharing or co-management of lands and resources over expansion (additions) to reserve lands, with financial compensation receiving the least support. Almost two-thirds of respondents (63% support/strongly support combined) *support* increased sharing or co-management of lands and resources as a settlement option to Mi'kmaq, with 21% opposing this choice. Significantly fewer (52%) support expansion (additions) to reserve lands, while 27% oppose it. There was no noticeable difference between support *and* opposition for financial compensation in lieu of lands, with 43% and 40% respectively.

We found a significant relationship between age and all three options. Younger individuals (18-34 years) appear most likely to support sharing/co-management and expansion of reserve lands, with support decreasing with age. Seventy-four percent of 18-34 year old's support sharing /co-management with support decreasing with age, where half (50%) of individuals fifty-five and older said support. With expansion of reserve lands, support ranged from 64% (18-34 years) to 40% (aged fifty-five plus).

The reverse was seen with the financial compensation option, where younger respondents seem more likely to be *opposed* than the older respondents (46% compared with 36% aged 55 plus who oppose). Although *not statistically different*, while other groups appear more likely to oppose financial compensation. older individuals (55 plus) appear slightly more likely to show Support thar opposition (40% versus 36%). At the 90% confidence level, we found a statistically significant *relationship* between region and financial compensation. Although the actual *differences* are not significant, Halifax is the *only region* where more respondents showed support for financial compensation than opposition (47% support compared to 43% who oppose).

We also observed a statistically significant relationship between gender and support for sharing or co-managing lands. Although the majority of both groups support this option (about 63% each), males *appear* approximately one and a half times more likely to oppose this option than females (27% versus 16% opposition).

Regulating Access to Natural Resources



Overall, significantly more Nova Scotians feel that Mi'kmaq ***and*** Government should *share in regulating access to natural resources* (60%) than sole Government regulation (33%). Six percent feel that Mi'kmaq access to resources should be self-regulated. Although the relationship was not statistically significant, we found significant *differences* between support for Mi'kmaq Self-government and opinions toward regulation of natural resources. Individuals who Support Mi'kmaq Self-government are most likely to feel access should be shared (70%), while the majority whom Oppose Self-government feels the Government is the most appropriate body to control access (59%). Significantly fewer individuals whom Oppose Self-government also believe the two groups should share regulation to natural resources (39%). No differences were observed by region or demographics.

Resolution of Land Claims/Issues

When asked whether they should resolve any outstanding issues or land claims through negotiations or through the judicial system (court system), two thirds of respondent (67%) chose negotiations over the judicial system (24%). Five percent and 4% respectively said they had No Opinion and did not know. Although the majority of respondents in each region chose negotiations, Cape Breton and South Shore were approximately one and half times more likely to favour the judicial system than other regions (32% versus 20% or fewer for other regions).

PERCEPTIONS OF GOVERNMENT

Confidence in Mi'kmaq Versus Government in Working Toward Long Term Solutions

Respondents were asked how confident they were in the Federal Government, Provincial Government and Mi'kmaq in working toward long-term solutions to Mi'kmaq concerns. Here, as with levels of concern, we collapsed the original seven point confidence scale into a five point scale of Not at all Confident (1), Low Confidence (2,3), Some Confidence (4), Confident (5,6), and Very Confident (7). Nova Scotians were significantly more confident in the Mi'kmaq than either Government body. Four times as many respondents said they were Very Confident in the Mi'kmaq (29%) than either the Federal or Provincial Government (7% and 6% respectively). Though not statistically different, respondents were twice as likely to claim they were Not at all Confident in the Federal (10%) and Provincial Governments (11%) than with the Mi'kmaq (4% Not at all Confident).

Fig. 6 Confidence in Working Toward Long Term Solutions

	Federal Government (N=395)	Mi'kmaq (N=398)	Provincial Government (N=395)
Not at all Confident	10%	4%	11%
Low Confidence	24%	10%	28%
Some Confidence	22%	14%	23%
Confident	37%	43%	32%

	Federal Government (N=395)	Mi'kmaq (N=398)	Provincial Government (N=395)
Very Confident	7%	29%	6%

Age is a statistically significant factor in confidence in both the Mi'kmaq and Federal Government. Thirty-six percent of younger individuals aged 18-34 years were *Very Confident* in the Mi'kmaq, with confidence levels appearing to decrease with age. Over a quarter (29%)of those 35-54 years and 20% of those 55 plus claimed to be Very Confident. The inverse seems true for the Federal Government where older respondents 55 plus were approximately four times as likely to feel *Very Confident* compared with those 18-34 years of age (8% versus 2%).

Overall, Mi'kmaq were ranked over both the Federal and Provincial Governments as the group the majority of respondents had the most confidence in. Significantly more (59%) chose the Mi'kmaq *First* compared with those choosing the Federal Government (22%) and the Provincial Government (12%) first.

This relationship was observed across all regions, where Mi'kmaq were ranked first by at least twice as many respondents in each region compared with the first place ranking of their respective Provincial or Federal governments. Respondents from Cape Breton (69%) were significantly more likely than other regions except Halifax (63%) to rank Mi'kmaq first. About half from North Eastern (50%) and Annapolis Valley (46%) ranked Mi'kmaq first, with the South Shore (43%} having the lowest number of responses.

Although it did not reach statistical significance, (possibly due to small samples) Cape Breton was half as likely to rank the Provincial Government *First* compared with the other regions (6% compared with 12% and higher). All regions had statistically higher ratings for Mi'kmaq as their first choice than for First choice ratings for the Provincial Government. Federal Government rating for First choice were also *significantly* lower in Halifax, Cape Breton and North Eastern compared with the Mi'kmaq First choice ratings, but did not reach statistical significance for Annapolis Valley and South Shore.

Respondents ranking the Mi'kmaq *first* as the group they had the Most Confidence in working toward long-term solutions to Mi'kmaq concerns were significantly more likely to be Confident/Very Confident in them compared to those ranking either Government body *first*. Eighty-nine percent who ranked the Mi'kmaq *first* were Confident/Very Confident in their working toward long-term solutions. This compares with 75% and 57% who were Confident/Very Confident in the Federal and Provincial Governments respectively, and ranked them *first*.

Involvement of Provincial Government

Respondents were asked how involved they thought the Provincial Government should be in Mi'kmaq issues. Thirty-nine percent said Very Involved, 51% Fairly Involved, 6% said Not at all Involved and 4% did not know. There were no differences found between those who ranked the Provincial Government first, second or third and level of involvement. Additionally, although the relationship was not statistically significant, respondents who are Very Confident in the Provincial Government were the most likely to state they should be Very Involved in Mi'kmaq issues.

Government Agencies

Respondents were asked if they could name any Provincial Government agencies whose sole responsibility is to deal with Mi'kmaq issues. Awareness was low with 5% of the sample giving a response. Two percent mentioned Indian Affairs with 3% (fourteen individuals) naming the Office of Aboriginal Affairs. When probed further what role the Office of Aboriginal Affairs played, two respondents stated *financial grants* while the remaining 12 individuals did not know.

INFORMATION AND COMMUNICATIONS

Significantly more Nova Scotians feel they are Not Well Informed about Mi'kmaq issues in Nova Scotia (52%) compared with 38% who are Well Informed and 11% who feel they are Very Well Informed. All regions *except* South Shore were significantly more likely to feel they were Not Wel Informed than Well Informed. Values ranged from 49% in North Eastern to 61% in Annapolis

Valley who claimed they were Not Well Informed of Mi'kmaq issues. Although the differences among the South Shore were *not significant* (at α=0.10), the slight majority (51%) felt they were Well Informed while 38% of this region said Not Well Informed and 12% Very Well Informed.

Again, we collapsed the original seven point scale of interest in Mi'kmaq issues into a five point scale (Not at all Interested, Low Interest, Some Interest, Interested and Very Interested). Forty percent of Nova Scotians were Interested in Mi'kmaq issues, while significantly fewer said they were Very Interested (22%). Just under a quarter (23%) had Some Interest, 10% had Low Interest and Not at all Interested garnered 4% of responses. There *appears* to be an association between interest *and* knowledge of Mi'kmaq issues. Those who are Very Well Informed are most likely to be Very Interested in Aboriginal matters, and as perceived knowledge decreases, so does their interest. For example, looking at respondents who are Very Well Informed, 52% are Very Interested. This drops to 14% who are Not Well Informed but claim to be Very Interested in Mi'kmaq issues. No differences were observed by region or demographic factors.

We asked respondents claiming to be Interested or Very Interested, unaided, the kinds of things they would like to know about Mi'kmaq issues. Out of two hundred and forty-five respondents, the top ten mentions were Treaties (40%), Mi'kmaq Rights (32%), Nothing (27%), Land Claims (25%), Self-government (9%), Culture/Lifestyle (5%), All Issues (3%), Tax Exemptions (3%), Educational Opportunities (3%) and Negotiations (2%). Newspapers were given most frequently as the best way to get information on Mi'kmaq issues to them (48%, N=83). The remaining top five mentions was television (40%, N=69), mail (36%, N=62), radio (22%, N=38) and website (12%, N=21).

We asked *all respondents* where they typically found out about Mi'kmaq issues. The media was the top mention, with television, newspaper and radio garnering 70%, 64% and 21% of responses. Twelve percent mentioned friend with 3% giving school.

METHODOLOGY

Questionnaire Design

Senior researchers from *Sterling Research Incorporated* designed the questionnaire in consultation with the Office of Aboriginal Affairs. The questionnaire is divided into seven sections; issues facin Nova Scotia Mi'kmaq, treaty issues, self-government, negotiations, access to natural resources, other issues and demographic information. The questionnaire was pretested the evening of April 7, 2000.

Data Collection

The data was collected during the days and evenings of April 10, 2000 through April 29, 2000. The sample was drawn from existing telephone directories.

A disproportionate random sampling procedure was used to select an equal sample of adults from each of the five regions in Nova Scotia. The sampling unit for this study was households in Nova Scotia with a telephone listing in the current telephone directories. The unit of analysis was the adult, eighteen years of age or older, from within the household, whose birthday came next within

the household. The 'next birthday' method allows for a good representation within households, although there are problems with this sampling technique. First, newly listed and unlisted telephone numbers are excluded from the sample frame, and second, it does not account for the incidence of 'single headed' households with only one adult – typically female. Both are possible sources of bias.

We utilized a disproportionate stratified sample in order to make direct comparisons between the populations of the Halifax, North Eastern, South Shore, Annapolis Valley and Cape Breton regions. The regional breakdown by county is shown in the table below.

Fig. 7 Regional Breakdown

Region	Counties
Halifax	Halifax
Cape Breton	All of Cape Breton
North Eastern	Antigonish, Colchester, Cumberland, Guysborough, Pictou
South Shore	Digby, Lunenburg, Queens, Shelburne, Yarmouth
Annapolis Valley	Annapolis, Hants, Kings

All surveys were administered from *Sterling Research's* central data collection facility in Dartmouth, Nova Scotia. To ensure consistency in the data collection process, a field supervisor validated 15% of the surveys through "on-line monitoring" and "call-backs". We attempted to contact each number across various times and days of the week and left messages on answering machines to lower the non-response rate. Still, we did not contact roughly **28%** of the numbers sampled. We note that "call-minders" allow possible respondents to see who is calling, and therefore "refuse" by not answering the phone. We have no way of knowing how these factors affected the reliability of the data collection process.

Upon completion of data collection, the questionnaires were "double-blind" key-punched, 'cleaned' and verified using SPSS Data Entry II. Senior researchers analyzed the data with SPSS for Windows, Version 8.

Completion Results

In total, 2720 numbers were drawn to obtain 400 completed surveys. The breakdown is as follows:

The response rate for this study was **16.9%**, with a refusal rate of **51.3%** calculated as follows:

Total "Sample" = Invalid Sample + Non-contacts + Refusals + Completions
=357 + 751 + 1211 + 400 = **2719**

Total "Valid Sample" = Non-contacts + Refusals + Completions
= 751 +1211 + 400 = **2362**

Response Rate = Completed Interviews ÷ Valid Sample = 400 ÷ 2362 = **16.9%**

Refusal Rate = Refusals ÷ Valid Sample =1211 ÷ 2362 = **51.3%**

Breakdown of Numbers

Invalid Sample	
Not in Service	267
Ineligible/Barrier	90
Total	**357**
Non-Contacts	
No Answer After 6 Attempts	541
Respondent Not Available	210
Total	**751**
Refusals	**1211 Total**
Completed Interviews	**400**
Total Numbers Sampled	**2719**

The response rate is the number of completed surveys divided by the valid sample, which is 400/2362 or 16.9%. The non-contact rate is 27.6% and the refusal rate is 51.3%. Although participation in telephone interviewing has been decreasing, this refusal rate is approximately 15%

higher than that recently experienced over the last two years. As we were not able to probe for reasons people would *not participate*, we have no way of knowing *why* the refusal rate was high.

The ***overall*** provincial sample has a margin of error of ± 4.9% (at the 95% confidence level), and a margin of error of ± 11% for each substratum, or regional comparisons (at the 90% confidence level).

Weighting

Regional Weights

Disproportionate stratified random sampling results in data that must be weighted to make it representative of the overall population. The original data was skewed toward females, and had to be brought into line for regional and provincial analysis. The data was weighted mathematically to bring the gender distribution in line with that of the province (59% female /41% male respectively) The sample was then weighted to ensure it represented the appropriate age categories within the province. This weighted sample was then used to make comparisons between the five regions of Nova Scotia.

Fig. 8 Weighted Regional Gender Representation

Region * Gender Crosstabulation

			Gender			Weighted Sample
			Male	Female	Total	
Region	Halifax	Count	37	41	78	
		% within Region	47,4%	52,6%	100,0%	49%
	Cape Breton	Count	39	44	83	
		% within Region	47,0%	53,0%	100,0%	51%
	North Eastern	Count	38	43	81	
		% within Region	46,9%	53,1%	100,0%	11%
	Annapolis Valley	Count	40	42	82	
		% within Region	48,8%	51,2%	100,0%	21%
	South Shore	Count	37	39	76	22%
		% within Region	48,7%	51,3%	100,0%	18%
Total		Count	191	209	400	
		% within Region	47,8%	52,3%	100,0%	12%
			17%			17%

REGION			
Halifax Regional Municipality	38%	20%	38%
Cape Breton	28%	20%	28%
North Eastern	22%	20%	22%
Annapolis Valley	6%	20%	6%
South Shore	6%	20%	6%

Provincial Weights

To examine the data for provincial analysis, the data was weighted as above, but also weighted to bring the regions back into representativeness with the overall province. Comparing demographic characteristics after weighting for gender, age (and region) with those from census data we find the sample is representative of the population of Nova Scotia.

Fig. 9 Population and Sample Demographic Characteristics

❖Source - Canmac Economics (1998 Estimates)

APPENDIX A

QUESTIONNAIRE

SR00063R **Questionnaire Public Opinion Survey** **ID # __ __ __**

Office of Aboriginal Affairs

Good morning/afternoon/evening, my name is _____ from **Sterling Research**, a professional research firm in Dartmouth. We are conducting a province-wide study about perceptions and opinions toward issues surrounding the Mi'kmaq people in Nova Scotia. Your household has been **randomly** selected, and to be accurate, I need to speak with the person in your household, 18 years or older, ***whose birthday comes next after today.***

Would that be yourself? **[IF IT IS SAME PERSON AND THEY HAVE TIME GO TO Q1; OTHERWISE ARRANGE CALLBACK]**

[WHEN RESPONDENT IS ON LINE REPEAT INTRODUCTION IF NECESSARY AND READ:] Would you mind answering some questions for me? **[IF NO ARRANGE CALLBACK]**

[RESPONDENT NOT AVAILABLE OR CALLBACK]: Can you tell me the best time to reach them?

Name:_____
Time:_____

1. Using a scale from 1 to 7, where a 1 is ***not at all concerned*** and a 7 is ***very concerned***, how concerned do you think Nova Scotians are with issues facing Mi'kmaq in the province?

Not at all concerned					Very Concerned		
1	2	3	4	5	6	7	_____

2. In your opinion, what issues, if any, do Mi'kmaq in Nova Scotia face? **[DO NOT READ; CODE ALL THAT APPLY]**

land claims	1	_____
access to resources (such as fish, forestry, minerals)	2	_____
self-government	3	_____
resolution of treaty issues	4	_____
justice issues	5	_____
health issues	6	_____
education issues	7	_____
economic opportunities	8	_____
discrimination	9	_____
dependency on government	10	_____
housing	11	
social issues(eg. family violence, drug dependency)	12	_____
other _____		_____
Don't Know	88	_____
No Answer	99	

3. I am going to list some issues, and I would like you to tell me how serious you feel each is for both Mi'kmaq and other Nova Scotian's. Using a scale from 1 to 7, where a 1 is **not at all serious** and a 7 is **very serious**, how serious of an issue is: for Mi'kmaq? For other Nova Scotian's?

[VOL. Don't Know 8, No Answer 9]

[READ & ROTATE]	Mi'kmaq	Other Nova Scotian's		
land claims	____	____	____	____
access to resources (such as fish, forestry, minerals)	____	____	____	____
self-government	____	____	____	____
resolution of treaty issues	____	____	____	____
justice issues	____	____	____	____
health issues	____	____	____	____
education issues	____	____	____	____
economic opportunities	____	____	____	____
discrimination	____	____	____	____
dependency on government	____	____	____	____
housing	____	____	____	____

4. Again, thinking of these issues facing Mi'kmaq in Nova Scotia, and using a scale from 1 to 7, where a 1 is **Not at all Confident** and a 7 is **Very Confident**, how confident are you that each of the following groups will work toward **long-term solutions to Mi'kmaq concerns**?

	Not at all Confident						Very Confident	
Federal Government	1	2	3	4	5	6	7	____
Provincial Government	1	2	3	4	5	6	7	____
Nova Scotia Mi'kmaq	1	2	3	4	5	6	7	____

5. Of these three, Federal Government, Provincial Government and Nova Scotia Mi'kmaq, which do you have the **Most Confidence** in working toward long-term solutions to Mi'kmaq concerns? Which do you have the **Second Most Confidence** in?

[INTERVIEWER CODE 1ST, 2ND AND 3RD IN ORDER OF MOST TO LEAST CONFIDENCE]

Federal Government	____	____
Provincial Government	____	____
Nova Scotia Mi'kmaq	____	____

[READ] I would now like to ask you a few questions regarding the treaties signed with Mi'kmaq in Nova Scotia.

6. Would you say that the treaties apply **only** to Status Indians living on Reserves, Status Indians living on **or** off Reserves, or all Mi'kmaq regardless of status?

Status Indians on Reserves	1	____
Status Indians on **or** off Reserves	2	
All Mi'kmaq	3	
Don't Know No Answer	8/9	

7. **[Read & Rotate A and B]** Some people say:

A. That Nova Scotian's should honour treaties signed with the Mi'kmaq to provide fair compensation and opportunity.

Other people say:

B. That the treaties signed with Mi'kmaq are outdated, and that they are asking too much from Nova Scotian's in the way of compensation and opportunity.

Which is closest to your own opinion?

Honour the treaties	1 **[READ AND ROTATE]**	____
Treaties are outdated	2 **[READ AND ROTATE]**	
Don't Know	8**[VOL]**	
No Answer	9 **[VOL]**	

8. Do you think that Mi'kmaq land claims and increased access to natural resources in Nova Scotia will have a Negative Impact, a Positive Impact, or No Impact at all on: **[VOL]**

	Negative Impact	Positive Impact	No Impact	DK/NA	
You personally	1	2	3	8/9	_____
Your family	1	2	3	8/9	_____
Your community	1	2	3	8/9	_____

[READ] Mi'kmaq have an interest in taking on a greater role in governing their own affairs, and becoming more self-reliant. This is commonly referred to as self-government.

9. Would you Strongly Support, Support, Oppose or Strongly Oppose greater Mi'kmaq self-government?

Strongly Support 1
Support ..... 2 _____
Oppose 3
Strongly Oppose 4
No Opinion ..... 5 **[VOL]**
DK/NA ..... 8/9 **[VOL]**

[READ] Nova Scotia is considering entering into negotiations with Mi'kmaq and the Federal Government in an attempt to resolve outstanding issues and land claims.

10. **[Read and Rotate A and B]**
Some people believe that any outstanding issues or land claims should be resolved through
A. Negotiations,
while others believe these any issues should be resolved through
B. The Judicial System (the Court System).
Which is closest to your own opinion?

Negotiations ..... 1 **[READ AND ROTATE]** _____
Judicial System (Court System) ..... 2 **[READ AND ROTATE]**
No Opinion 3
Don't Know ..... 8 **[VOL]**
No Answer ..... 9 **[VOL]**

11. And, do you Strongly Support, Support, Oppose, Strongly Oppose the following settlement options to Mi'kmaq in Nova Scotia, or do you not have an opinion? **[READ AND ROTATE]** **[VOL]**

	Strongly Support	Support	Oppose	Strongly Oppose	No Opinion	DK/NA	
Expansion (additions) to reserve lands	1	2	3	4	5	8/9	_____
Financial compensation in exchange for the settlement of claims to land in Nova Scotia	1	2	3	4	5	8/9	_____
Increased sharing or co-management of lands and resources	1	2	3	4	5	8/9	_____

12. Would you say that Mi'kmaq in Nova Scotia face:
[Read & Rotate] than other Nova Scotians, or do you not know enough about Mi'kmaq to make this comparison?

Less Opportunities ..... 1 _____
The Same Opportunities 2
More Opportunities 3
Don'/t Know ..... 8 **[VOL]**
No Answer ..... 9 **[VOL]**

13. Would you say that you have become more supportive or less supportive towards Mi'kmaq concerns in Nova Scotia over the past couple of years, or has your opinion remained about the same?

More Supportive 1
Less Supportive 2
About the Same 3
Don'/t Know ..... 8 **[VOL]**
No Answer ..... 9 **[VOL]**

[READ] The next section deals with access to Natural Resources

14. With respect to Natural Resources such as forests, fish, minerals and wildlife, there have been different opinions regarding Mi'kmaq being able to access these resources in order to earn a livelihood in Nova Scotia. Which of the following is closest to your own opinion? **[READ AND ROTATE]**

Mi'kmaq should self-regulate access to these resources 1

Government should regulate access to these resources 2

Mi'kmaq and Government should share in regulating access to these resources 3

Don't Know/ No Answer ..... 8/9 **[VOL]**

Other Issues

15a. Can you name any **Provincial** Government agency whose sole responsibility is Mi'kmaq issues? Yes
(Specify Name)_____
No ..... 2 **[GO TO Q16]**
Don't Know/ No Answer ..... 8/9 **[VOL][GO TO Q16]**

15b. **[IF Office of Aboriginal Affairs mentioned]** What is the role of the Office of Aboriginal Affairs?

_____

_____

Don't Know ..... 88**[VOL]**
No Answer ..... 99**[VOL]**

16. How involved should the **Provincial** Government be in Mi'kmaq issues? Would you say Very Involved, Fairly Involved or Not at all Involved in Mi'kmaq issues?

Very Involved 1
Fairly Involved 2
Not at all Involved 3
Don't Know ..... 8**[VOL]**
No Answer ..... 9**[VOL]**

17. Thinking about your own knowledge of Mi'kmaq issues in Nova Scotia, how well informed do you feel you are about Mi'kmaq issues in Nova Scotia? Would you say Very Well Informed, Well Informed, Not Well Informed?

Very Well Informed 1
Well Informed 2
Not Well Informed 3
Don't Know ..... 8**[VOL]**
No Answer ..... 9**[VOL]**

18. And, on a scale of 1 to 7, where a 1 indicates Not at All Interested, and a 7 indicates Very Interested, how interested are you in the issues facing Mi'kmaq's in Nova Scotia?

Not at all Interested						Very Interested	DK/NA	
{1	2	3	4}	{5	6	7}	8/9	
	[GO TO Q 20]			**[CONT]**			**[GO TO Q 20]**	

19A. **[IF Q 18 = 5,6,7]** What kinds of things would you like to know about Mi'kmaq issues?

[DO NOT READ] [CODE ALL THAT APPLY] [PROBE FOR OTHERS]

a.	None ..... 1 **[GO TO Q20]**	
b.	Self-government ..... 2 **[CONTINUE]**	
c.	Treaty information ..... 3 **[CONTINUE]**	
d.	Land Claims ..... 4 **[CONTINUE]**	
e.	Mi'kmaq Rights ..... 5 **[CONTINUE]**	
f.	Tax Exemptions ..... 6 **[CONTINUE]**	
g.	Other _____ **[CONTINUE]**	

19B. And, what would be the best ways to get this information to you?

[DO NOT READ][CODE ALL THAT APPLY]

a.	Television 1		
b.	Radio	2	
c.	Newspaper 3		
d.	Website	4	
e.	Schools	5	

Can you think of any other ways you would like to receive the information?

f.	Other _____	

20. Where do you typically find out about Mi'kmaq issues, or do you not recall where the information comes from?

[DO NOT READ- CODE ALL THAT APPLY]

a.	Radio	.. 1	
b.	Television (probe for news, programs; documentary's etc.)	2	
c.	Newspaper	3	
d.	School	.. 4	
e.	Internet	.. 5	
f.	Can't Recall	6	
g.	Other Communications (specify)_____		

21. From what you know or have heard, I would like you to tell me whether you think the following statements are true or false for Mi'kmaq **in Nova Scotia**?

	True	False	**[VOL]** DK	NA	
Status Mi'kmaq Indians do not pay taxes on purchases made **on reserves**.....	1	2	8	 9	
Status Mi'kmaq Indians do not pay taxes on purchases **delivered to reserves** ...	1	2	8	 9	
Status Mi'kmaq Indians do not pay taxes on **any purchases**	1	2	8	9	

Demographics

[READ] WE ARE NEARLY FINISHED THE SURVEY. I JUST NEED TO KNOW A LITTLE BIT ABOUT YOURSELF SO THAT WE CAN COMPARE DIFFERENT GROUPS OF PEOPLE.

22. What is the highest level of education you have had the opportunity to complete?
[DO NOT READ]

No formal schooling	1	_____
Elementary to some high school (grades 1-11)	2	
Graduated high school	3	
Some community college / trade school	4	
Completed community college / trade school	5	
Some university	6	
Completed university (Bachelor's, Diploma)	7	
Post graduate (Master's, PhD.)	8	
Don't know	8 **[VOL]**	
No answer	9 **[VOL]**	

23. Into which of the following age categories do you belong? Are you:

18 - 24	1	_____
25 - 34	2	
35 - 44	3	
45 - 54	4	
55 - 64	5	
65 or older	6	
Refused	9 **[VOL]**	

24. Are you presently employed:

Full Time	1 **[CONTINUE]**	_____
Part Time	2 **[CONTINUE]**	
Seasonal	3 **[CONTINUE]**	
Unemployed	4 **[GO TO Q26]**	
Retired	5 **[GO TO Q26]**	
Homemaker	6 **[GO TO Q26]**	
Student	7 **[GO TO Q26]**	

25. In which of the following sectors are you employed? **[READ]**

Fisheries	1	_____
Forestry	2	
Manufacturing	3	
Retail	4	
Government	5	
Other (Specify) _____		

26. Would you consider your ancestry as Mi'kmaq?

Yes	1	_____
No	2	
DK/NA	8/9 **[VOL]**	

27. What are the first three digits of your postal code? _____

[READ] THAT COMPLETES THE SURVEY. MY SUPERVISOR MAY CALL TO VERIFY THAT I CONDUCTED THIS SURVEY WITH YOU. COULD I GET YOUR FIRST NAME OR INITIAL?

First Name / Initial:_____ **Phone number:**_____

THANK YOU VERY MUCH FOR YOUR TIME.

_____

Note Gender:

Male	1	_____
Female	2	

Code Region:

Halifax ..... 1 _____
Cape Breton 2
North Eastern 3
Annapolis Valley 4
South Shore 5

Length of Interview: _____ _____

Interviewer # _____ _____

Supervisor_____

Coded by:_____

Keypunched by:_____

Verified by: _____

Interviewer Certification: I certify that I conducted this survey according to the standards and ethics provided to me by **Sterling Research** and understand that a field supervisor will verify some of my interviews.

Interviewer's
Signature_____
Date_____